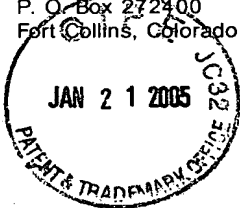


HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10010610-1



IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Christian L. Struble

Confirmation No.: 4820

Application No.: 09/894,213

Examiner: Alvarez, Raquel

Filing Date: 6-27-01

Group Art Unit: 3622

Title: System and Method for Controlling the Presentation of Advertisements

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

PETITION FOR EXTENSION OF TIME

Sir:

In an Office Action mailed on 9-21-04, on the above-identified U.S. Patent application, a shortened statutory period of 3 months was set for response. In accordance with 37 C.F.R. 1.136(a), applicant(s) hereby request(s) a:

- ☒ one month
- ☐ two months
- ☐ three months
- ☐ four months

time extension so that the period for response to the Office Action expires on 1-21-05. Authorization to charge the fee required by 37 CFR 1.17 to Deposit Account 08-2025 appears in the enclosed transmittal letter. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

I hereby certify that this correspondence is being deposited with the United States Postal Service as:

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in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450.

Date of Deposit: 1-18-05

Typed Name: Mary Meegan

Signature: Mary Meegan

Respectfully submitted,

Christian L. Struble

By David R. Risley  
David R. Risley, Esq.

Attorney/Agent for Applicant(s)  
Reg. No. 39,345

Date: 1-18-05

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